

Gigamon[®]

Aligning Brand and Demand Strategies to *Scale Global Marketing Initiatives*

**ABM Advertising**

+

**Content Syndication**

Gigamon is the first company to deliver complete network visibility and analytics on all information-in-motion, from raw packets to apps, across physical, virtual and cloud infrastructure. Gigamon solutions aggregate, transform and analyze network traffic to solve for critical performance and security needs, including rapid threat detection and response, freeing your organization to drive digital innovation. Gigamon has been awarded over 75 technology patents and enjoys industry-leading customer satisfaction with more than 3,000 organizations, including over 80 percent of the Fortune 100. Headquartered in Silicon Valley, Gigamon operates globally.

The Gigamon marketing organization was looking for ways to optimize and align their brand and demand campaign strategies to drive greater impact in the market. While they believed in the tactics they were implementing, the Gigamon team wanted to optimize execution. The company's marketing leaders knew they could make the most of their investment by synchronizing brand and demand campaign tactics. In addition, they realized that, by automating key tasks, the marketing contributions from their dynamic team could better scale to meet the needs of the business.

GIGAMON + INTEGRATE

Pressed with aggressive funnel conversion targets, the team at Gigamon wanted to improve the quality of the leads coming into their database and increase the effectiveness of digital display dollars in market. Leveraging Integrate ABM Advertising, they initiated a global campaign nurturing accounts from top of funnel Awareness to Action and Lead Generation. Tying holistic reporting to both Display and Content Syndication has provided the Gigamon team with actionable insights to help guide their sales team.

KEY HIGHLIGHTS

- **100% of content syndication accounts onboarded**
- **11.5K Accounts reached in first half of 2019**
- **Q1 2019 80% lead acceptance rate from sales team (Increase of 20% from 2018)**

"The Gigamon team realized that while they had targeted marketing efforts focused on brand and demand, these were running independently and had little overlap. Their vision and holy grail were being able to effectively capitalize on the cross-section of these two disciplines, to ensure each was feeding the other, constantly and reciprocally, to drive the ultimate goal of increasing marketing-generated revenue."

FRANNIE DANZINGER

VP Sales, Strategic Accounts, Integrate

"Gigamon has been one of the most engaged clients we've had with the ABM (1:many) program. They continue to push our capabilities and help our products evolve to meet the needs of their team and the market at-large. Marina and the team at Gigamon have been great to work with – very collaborative and inclusive when it comes to strategy and very communicative when it comes to feedback."

TOMAS BATISTA

Professional Services Representative, Integrate

DEMAND MARKETING CHALLENGES

- **Marketers desire a global standard for lead processing**
- **The need for high quality data is paramount**
- **Time-efficient lead processes are critical to success (e.g. content syndication, events, webinars, and social media)**
- **Compliance standards are key (GDPR, PII, CCPA)**

GIGAMON GOALS AND OBJECTIVES

- Improve business outcomes
- Design brand and demand digital campaigns to work together
- Establish account targeting and account engagement reporting
- Create lead rejection process that increases quality of leads for funnel conversion improvement
- Begin utilizing an automated lead upload process to free Marketing Ops employees from manual tasks, enabling them to devote time to business-critical tasks
- Improve lead quality at top of funnel so MQL and SQO conversions improve
- Use the platform to execute both digital display and content syndication campaigns to the same ABM list for better account engagement
- Establish quality metrics for company executives and the board of directors

GIGAMON FUTURE FOCUS

- Creating unique ABM lists for prospect/customer marketing journeys and using digital to re-engage with specific customer segments while expanding business with existing customers
- Identify our “FAST MQLs” versus “SLOW MQLs” and activate more quickly for higher opportunity creation
- Deliver deeper, more intelligent data to sales about target list account engagement
- Accelerate our ability for granular measurement and reporting (by account, by segment)

HIGHLIGHTS

- **1797 engaged accounts to target YTD** – These are accounts that have exhibited overlap between display ads and content downloads. That’s the power of engagement and account nurture with ABM display ads in tandem with lead generation from those same accounts.
- **13% of leads rejected** – That’s the total since Gigamon implemented the Integrate platform. It’s an important success indicator because they want to avoid paying for leads from competitive domains and partner ecosystems. They’re now able to set adequate lead parameters and enable global standardization in a single solution.
- **The importance of Unity** – Gigamon is currently onboarding social leads with the LinkedIn Native Connector and plans to include valuable webinar leads with the Integrate/BrightTalk integration. This will allow the company to realize the power of unifying and standardizing leads from time-efficient sources at the top of funnel.

“We were looking for a partner to help us push our programmatic ABM to the next level, aligning brand awareness with demand generation. The Integrate platform is unlike any other solution we evaluated... Integrate is going to be a key part of accelerating our ABM and overall digital strategy moving forward.”

MARINA LEMAS

Integrated Demand Marketing, Gigamon



Gigamon is the market share leader in network visibility and enjoys industry-leading customer satisfaction with more than 3,000 organizations around the world, including over 80 percent of the Fortune 100 and the majority of the world's Top 10 banks, healthcare providers, technology companies, mobile operators and government agencies.

Integrate is a demand marketing solution that helps B2B marketers across the world earn greater value from their demand and revenue generation efforts. The Integrate Demand Cloud unifies and streamlines all lead and engagement data through our Data Acceleration Platform. That platform processes, validates and standardizes all of the data, so it's highly accurate and intelligent. As a result, our customers are able to quickly turn marketing investments into revenue. In 2019, we helped our top 20 customers generate more than \$1 trillion in pipeline using Integrate's Demand Cloud and solutions set. Visit www.integrate.com to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.

Disclaimer: Gigamon did not pay or otherwise offer value in exchange for this testimonial. Be advised that past performance does not guarantee future results and are non-representative of all customer experiences; certain customers may have worse performance than what is indicated here.